

Chula Vista's popular music, dance and visual arts festival is gearing up for an exciting event in 2004.

Now entering its sixteenth year, the event features cultural arts activities that delight the entire family including both popular and classical music, interactive art experiences for both adults and children, artist booths, and two juried art exhibitions. This free family festival

will be relocated into Bayside Park, which has plenty of room for the

variety of activities that are being planned plus plenty of nearby parking. In addition, the site offers festival-goers gorgeous views of San Diego Bay, downtown San Diego and Coronado.



Office of Cultural Arts
City of Chula Vista
365 F Street
Chula Vista, CA 91910



JOE SAM

Sunday,
April 18, 2004
10 am - 5 pm

Bayside Park
Chula Vista, CA

Visual & Performing Arts Festival

**ARTIST / VENDOR
APPLICATION**



Sponsored by the City of Chula Vista, Office of Cultural Arts



TASTE OF THE ARTS BY THE BAY

Visual & Performing Arts Festival

This festival has more than doubled in attendance during the last five years and in 2004 we anticipate 12,000 in attendance. The audience for this festival is typically families with school-age children, local business representatives, city employees, educators, college students and local artists. We expect the audience to be reflective of the economically and ethnically diverse population of the South Bay and San Diego County.

Highlighted Features:

Three performing stages offering continuous entertainment

Fine arts and crafts vendors

Food vendors

Children's Interactive Art Fair

Adult Interactive Art Fair

Visual art and performance demonstrations

National Arts Program Juried Exhibition

Sweetwater Union High School District Juried Exhibition

Featured guest artist



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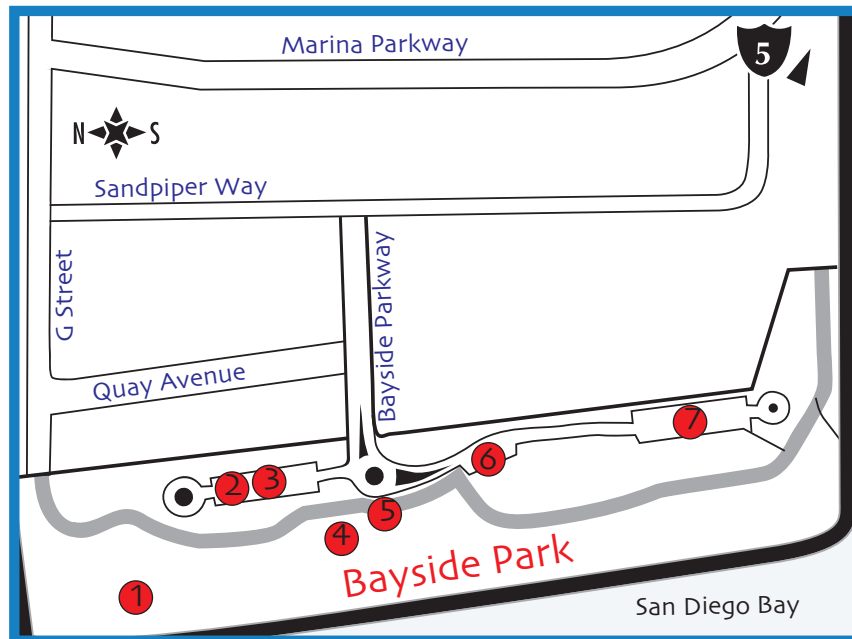


This annual festival has grown, with the help of our participating artists and vendors, to become one of the most popular events of its kind in San Diego County. We invite you to participate in Taste of the Arts by the Bay and become a part our region's expanding cultural arts community. Please complete the attached form to reserve your space.

New Site Layout

- | | |
|--|---------------------------|
| ① Star Stage | ⑤ Information |
| ② National Art & Sweetwater Art Exhibition | ⑥ Agua Dulce |
| ③ Marina Serenade Stage | ⑦ VIP / Vendor Parking |
| ④ Childrens' Area | ⑧ Public / Vendor Parking |

Inquiries may be directed to:
Ric Todd, Cultural Arts Coordinator
Office of Cultural Arts
(619) 585-5627 • (619) 427-4246 FAX
rtodd@chulavista.lib.com



ARTIST / VENDOR APPLICATION FORM

Date _____ Contact Name _____

Business/Organization Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

ARTIST / FOOD VENDORS:

Type of art or food to be sold: _____

Electrical hook-ups are limited. Will you provide a generator? ☐ Yes ☐ No

State Franchise Seller's Permit No. (Required): _____

Food Health Permit No. (Required): _____

Space Rental Request (Canopy is provided with each space:

Qty / Space Type	Space Size	Cost	Total
_____ Visual Artist	10 x 10	\$100	_____
_____ Food Vendor	10 x 10	\$125	_____

Total Enclosed: ☐ Check ☐ Money Order: _____
(Please include a self-addressed envelope with your payment and application.)

No refunds after March 16, 2004. Cancellations prior to March 16 will be charged a \$25 cancellation fee. No refunds because of weather, acts of nature, or governmental restrictions. Please make checks payable to "City of Chula Vista."

PERFORMING ARTISTS

☐ Dance ☐ Theater ☐ Music ☐ Vocal

Proposed performance description: _____

Electrical sound needs: _____

Dressing/changing area needs: _____

Applications (and payment) must be received by December 8, 2003.
Confirmations will be mailed 20 days prior the event.

Mail to: City of Chula Vista
Office of Cultural Arts, Taste of the Arts Festival
365 F Street, Chula Vista, CA 91910